What is claimed is:

1. A data transmission system comprising:

a first electronic apparatus to transmit a synchronous signal at given intervals;

a second electronic apparatus which has reception periods synchronous with the respective synchronous signals, and which receives the synchronous signal for each of the reception periods.

2. A data transmission system according to claim 1,

wherein the second electronic apparatus comprises communication means for transmitting and receiving a signal in a wireless manner, and storage means for storing therein at least identification information,

wherein the communication means, when receiving the synchronous signal containing therein the identification information stored in the storage means, sets in itself a reception period corresponding to a timing synchronous with the synchronous signal.

3. A data transmission system according to claim 2,

wherein the communication means, when receiving the synchronous signal by carrying out a scanning operation continuous in terms of time, sets in itself a reception period corresponding to a timing synchronous with the synchronous signal.

4. A data transmission system according to claim 2,

wherein the communication means, when receiving the

synchronous signal by carrying out a scanning operation plural times at given intervals, sets in itself a reception period corresponding to a timing synchronous with the synchronous signal.

5. A data transmission system according to claim 2,

wherein the first electronic apparatus transmits a data request signal at a timing synchronous with the synchronous signal; the storage means of the second electronic apparatus stores data to be transmitted; and the communication means, in response to the data request signal received for the reception period, transmits the data stored in the storage means.

6. A data transmission system according to claim 5,

wherein the first electronic apparatus, after receiving a data transmission end signal transmitted from the second electronic apparatus and then transmitting a verification signal to the second electronic apparatus, transmits the synchronous signal at the given intervals, and the communication means of the second electronic apparatus, after end of the transmission of the data, transmits the data transmission end signal, and after receiving the verification signal, sets in itself the reception period synchronous with the synchronous signal.

7. A wearable communication device, comprising:

communication means for transmitting and receiving a signal in a wireless manner; and storage means for storing therein at least identification information;

wherein the communication means, when receiving the synchronous signal containing therein the identification information stored in the storage means, sets in itself a reception period corresponding to a timing synchronous with the synchronous signal.

8. A wearable communication device according to claim 7,

wherein the communication means, when receiving the synchronous signal by carrying out a scanning operation continuous in terms of time, sets in itself a reception period corresponding to a timing synchronous with the synchronous signal.

9. A wearable communication device according to claim 7,

wherein the communication means, when receiving the synchronous signal by carrying out a scanning operation plural times at given intervals, sets in itself a reception period corresponding to a timing synchronous with the synchronous signal.

10. A wearable communication device according to claim 7,

wherein the storage means stores data to be transmitted, and the communication means, in response to the data request signal received for the reception period, transmits the data stored in the storage means.

11. A wearable communication device according to claim 10,

wherein the communication means, after end of the transmission of the data, transmits the data transmission end signal, and after receiving the verification signal, sets in itself the reception

period synchronous with the synchronous signal.